News Releases
Government of Newfoundland and Labrador - Canada

Tourism, Culture and Recreation
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Minister Joins Industry Association to Launch Tourism Awareness Week

June 2-8 is Tourism Awareness Week in Newfoundland and Labrador – a time to celebrate and promote what this province has to offer to both residents and visitors alike.

The Honourable Clyde Jackman, Minister of Tourism, Culture and Recreation, together with Bruce Sparkes, President of Hospitality Newfoundland and Labrador (HNL), signed a proclamation today to officially recognize the tourism industry and its continued contribution to the province's economy.

"Newfoundland and Labrador's tourism industry is growing rapidly, contributing millions of dollars to the economy in both urban and rural regions of the province," Minister Jackman said. "Tourism Awareness Week provides us with an opportunity to celebrate the many successes of the industry and the entrepreneurial spirit of people who are the driving force behind those successes."

During Tourism Awareness Week, HNL will continue to celebrate its 25 years as an organization dedicated to industry growth, diversification, and the provision of quality services and experiences to visitors from both within and outside the province.

"Throughout its 25 years as a member-based organization, HNL has recognized the value of partnerships," Mr. Sparkes said. "More than ever before, our partnerships with all levels of government, and with our membership, are contributing to the overall growth and increased awareness of Newfoundland and Labrador as a top tourist destination."

Minister Jackman noted that the tourism industry is reaping the benefits of increased investment in marketing – which has doubled from $6 million to $12 million since 2004 – and an award-winning, multi-faceted tourism marketing campaign which has resulted in an overall 15 per cent increase in non-resident visitation in the last five years alone.

"Budget 2008 builds on that investment, providing $425,000 for research initiatives designed to ensure we remain on the cutting edge of an increasingly-competitive industry; $150,000 for season extension projects; $100,000 annually for the next five years for maintenance to the East Coast Trail; $100,000 for industry support designed to further professionalize the services offered by our tourism operators, and more," Minister Jackman said.

The minister said there are also opportunities in the months ahead for residents of Newfoundland and Labrador to explore areas of the province they might not have visited before.

"This province has so much to offer, and we always encourage residents to support our local industry, venture outside their home regions - be 'a tourist at home' – and see why the rest of the world is coming to realize that Newfoundland and Labrador is an extraordinary place to visit."

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Photo #1: The Honourable Clyde Jackman, Minister of Tourism, Culture and Recreation, and Bruce Sparkes, President of Hospitality Newfoundland and Labrador (HNL), sign a proclamation to officially declare June 2-8 as Tourism Awareness Week in Newfoundland and Labrador.

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